



# SWANSEA CITY AFC ACADEMY

## VISITORS' GUIDE







# SWANSEA CITY AFC ACADEMY

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# SWANSEA CITY AFC ACADEMY

## INTRODUCTION

### **Welcome to the Swansea City Academy!**

We are pleased to welcome you to the club and hope that you enjoy your visit.

Whilst on-site, the following facilities are available to all guests:

- Free Wi-Fi
- Toilet facilities

This document has been created with you in mind. We appreciate that not all visitors may wish to stay and watch fixtures taking place, therefore we have included what the surrounding area has to offer.





# SWANSEA CITY AFC ACADEMY

## OVERVIEW

Swansea is undoubtedly one of the proudest football cities in Britain. The club's rise has been meteoric. The extent of the club's accomplishment is reflected in the city's immense pride of the club's recent history with seven consecutive years in the Premier League, EFL Cup winners and reaching the last 32 in the Europa League. We want our players to understand that when they wear the club's badge, they are representing every Swansea City player that has gone before them and that it is their responsibility to uphold the club's well-established footballing values. We want the root of their motivation and ambition to be founded upon a desire to represent their local club and to look no further than their inner selves as a source of drive and determination.

At the heart of every one of our players' journey through our Academy are healthy relationships with our management, coaching and support staff. Our staff are in place to facilitate the growth and development of our players - and not to exert their power over them. We have created an environment in which the Academy players take significant ownership over their development as a footballer through innovative use of development planning, performance analysis and self-reflection techniques. This, in turn, places the onus on the player to retain their task focus, use their own performance and behaviour as a benchmark and ensure that they have complete consciousness of the challenges and obstacles they face.





# SWANSEA CITY AFC ACADEMY

## MISSION STATEMENT

Swansea City's mission is to become an established and sustainable Premier League team that continues to progress year on year. Crucial to our success is our playing identity and style which we recognise is key to future success. The club will be measured on the field, although we also recognise our wider responsibility and impact the club has on its local and wider community. The club works towards self-imposed targets, while also aspiring to achieve independently recognised standards.

The key stakeholders that exist to support Swansea City are primarily our supporters, although on a wider scale we recognise the value of our schools, local council, Football Association, Swansea City Community Trust, the Academy and all sponsors who have played an important role in making the club successful and sustainable.

Swansea City Academy's mission is to nurture, promote and provide the best possible environment for young players to flourish. We recognise that not all our players will make the transition into professional footballers, in turn, we have a wider responsibility to ensure we produce young people who are educated, respectful and have the necessary life skills to be successful. Our primary focus is to develop players for our first team who are aligned to our club's playing philosophy, showing flair, creativity and confidence to dominate possession.





# SWANSEA CITY AFC ACADEMY

## VISITORS' CODE OF CONDUCT

### DO's:

- Respect the facility (put litter in the bins provided etc).
- Respect all staff on-site.
- Respect the Match Officials and the decisions that they make throughout the fixture(s).
- Respect the Opposition team players and staff.
- Report any concerns to staff.
- If you have children with you, please ensure that they always stay by your side and do not wander off.
- Remain within the 'Spectator Areas' provided.

### DON'T's:

- Use abusive or offensive language.
- Enter the changing facilities.
- Consume alcohol.
- Smoke/vape on-site.
- Remove any players from the facility without firstly notifying the team coach.
- Take pictures/videos of fixtures.





# SWANSEA CITY AFC ACADEMY

## PLACES OF INTEREST

### SHOPPING:

**Morfa Shopping Centre**

(0.4m away)

**Quadrant Shopping Centre**

(2.2m away)

### BUS STATIONS:

**Swansea Bus Station**

(2.2m away)

### PLACES OF WORSHIP:

**Salim Baptist Church**

(0.3m away)

**St Albans Church**

(0.7m away)

**Libanus Church**

(0.9m away)

### TRAIN STATIONS:

**Swansea Train Station**

(1.0m away)

**Llansamlet Train Station**

(1.4m away)

### HOSPITALS:

**Morrison Hospital**

(1.4m away)

**Sancta Maria Hospital**

(1.9m away)

**Singleton Hospital**

(3.5m away)

### PETROL STATIONS:

**Texaco**

(0.4m away)

**Morrisons**

(0.5m away)

**Asda**

(1.3m away)

### HOTELS:

**Mercure Hotel**

(1.0m away)

**The Grand Hotel**

(1.7m away)

**Village Hotel**

(1.9m away)

### TAXIS:

**Yellow Cabs**

(1.2m away)

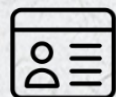




# SWANSEA CITY AFC ACADEMY

## EMERGENCY CONTACTS

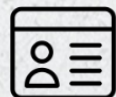
### CLUB STAFF:



**JORDAN HUGHES**

**Academy Football Secretary**

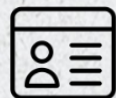
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**REBECCA GIGG**

**Operations & Administration Manager**

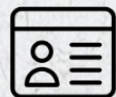
07741 659545



**JAMIE GIBBONS**

**Health & Safety Manager**

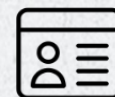
07949 425069



**RECEPTION / SECURITY**

01792 556500

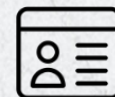
### MEDICAL STAFF:



**JORDAN BEECH**

**Head of Academy Physiotherapy**

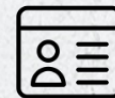
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**GARETH SIMPSON**

**PDP Physiotherapist**

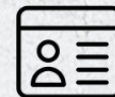
07393 682400



**SARA GRAY**

**Senior Sports Therapist (U9-U16)**

07712 281303



**HOLLY SCANNELL**

**Academy Therapist (U9-U16)**

07837 369988



**DR ANDY JONES**

**Academy Doctor**

07542 777430









# SWANSEA CITY AFC ACADEMY

## DIRECTIONS

### Directions

Head North-West on M4

At junction 45, take the A4067 exit to  
Pontardawe/Swansea (N) / Abertawe (G)

At the roundabout take the first exit onto the A4067

Turn left onto Beaufort Road

Turn left into the City and County of Swansea  
Indoor Bowls Club

Continue along through road into  
Landore Training Ground



### Swansea City AFC Academy

Landore Training Ground  
Beaufort Road  
Plasmarl  
Swansea  
SA6 8AX